



AHMED BADAWY

TOP MANAGEMENT PROFILE

Excutive Management | Restruturing & Turnaround Management | Stratigic Business Planning

Offering 20-plus years' executive leadership and brand development expertise in a highly competitive customer –driven industry. Experienced in improving key business metrics and turnaround management . Consistent record of success in delivering significant impact in financial management .Broad vision and prospective with focus on customer satisfaction. Instrumental catalysis in developing revenue recovery strategies.

EXECUTIVE SYNOPSIS

- Profit-minded professional who drives aggressive revenue growth and market entry/expansion through talented connection of mission, product and service to untapped niches.
- Energetic achiever who continuously succeeds in establishing and leading world-class business from inception to fruition, turning losing ventures to profitable enterprises.
- Key player who leads strategic marketing launches and accelerates corporate management of international start-ups capturing local markets.
- Facile decision-maker who designs innovative incentive and benefits programs that increase yields and reduces cost.
- An innovative thinker and strategic business partner who has shaped and grown corporate cultures, leadership and key talent.
- A keen strategist, planner & implementer with expertise in devising strategies aimed at enhancing overall organizational growth, sustained profitability of operations & improved business performance.
- Proficient problem-solver who created and implemented business plans for start-up joint-venture for quick expansion into international markets.

Managerial Competencies include...

**Mission, Vision &Strategy
Planning
Executive Leadership
Strategic Business Planning
Business Development Roll-out
Leadership Branding**

**Turnaround Management
Senior-Level Relationship
Building
Executive Leadership
Product Positioning
Budget Management**

**Client Acquisition
Regulatory Compliance
Negotiation
PR Campaigns Branding
Strategic Alliances &Partnering**

NOTEWORTHY PROFESSONAL CONTRIBUTIONS

- Restructuring and rebranding of the Taj Deira Hotel in Dubai to a new brand Jood. With dual responsibilities in managing brand and owner relation.
- Opening of the Ritz Carlton Sharq Village Qatar.
- Opening of the Ritz Calrton Sharm El Sheikh
- Opening of Four seasons Sharm El Sheikh

EDUCATION

Bachelor of Commerce – Major Accounting
Faculty of Commerce
Alexandria University, 1993

PERSONAL DOSSIER

Date of Birth : 9 th March 1970
Marital Status : Married+ 3 kids

Languages Known : English & Arabic
VISA Status : Residency VISA in UAE

System

Skilled in set-up and operating following systems:-

Sun	Hyperion	FIDELIO	MICROS	MAGIC P.O.S.
SCALA	PLAN-IT	OPERA	Material Control	

PROFESSIONAL EXPERIENCE

Jood Palace Hotel , UAE
General Manager – July 2015 - August 2020

Company Brief: Iconic 5 stars hotel located in the heart of Deira , Dubai 259 lavish room and 6 outstanding outlets.

Job Profile:

Business Strategy Development

Vigilant with industry trends. Continuously observing strength and weaknesses of competition. Explore business opportunities and develops business plan to maximize profit .Able to evaluate opportunities and take calculative risks.

Business Strategy Execution

Executes professionally business plan with profit maximization targets focus. As well as customer satisfaction , profitability and market share . Revaluates business plan success and always give feedback to ownership to ensure positive impact on property performance.

Revenue Management

Develops along with Revenue department a competitive pricing strategy. Balancing seasonality, economy, customer segments, property objectives and customer satisfaction. Identifies opportunities to grow revenue and market share and keep in touch with major competition strategies.

Information Analyst

Reviews and Analysis business information and interprets relations to address proactively market conditions . Monitors property operation against budget guidelines and achieving profit margin goals successfully. Looks for continues opportunities for improvement.

Owner Liaison

Build strong relation with owners through proactive ongoing communication . Provides owners with in-depth property performance reports including guest satisfaction cards as well as financial performances.

Customer & Public Relations Management

Continuously interacts with guest to solicit guest feedback. Addresses services issues emphasizing on always presenting our brand promise. Develops strategic alliances with local officials, customer groups and anticipates large groups needs.

Strategic Compliance

Ensures compliance with property safety , operational and legal standards of service. Conducts daily quality patrolling to ensure performance of all departments against previously set standards of procedures and operating guidelines. Ensures all public areas and grounds are well maintained.

Taj Palace Hotel, Dubai, UAE
General Manager, March 2012– June 2015

Company Brief: Iconic 5 stars hotel located in the heart of Deira , Dubai 259 lavish room and 6 outstanding outlets.

Job Profile:

- **Business Strategy Development**
- **Business Strategy Execution**
Executes professionally business plan with profit maximization targets focus. As well as customer satisfaction , profitability and market share . Revaluates business plan success and always give feedback to ownership to ensure positive impact on property performance.
- **Revenue Management**
- **Owner Liaison**
Build strong relation with owners through proactive ongoing communication . Provides owners with in-depth property performance reports including guest satisfaction cards as well as financial performances.
- **Customer & Public Relations Management**
- **Strategic Compliance**

Taj Palace Hotel, Dubai, UAE
Director of Finance, February 2008– March 2012

Company Brief: Iconic 5 stars hotel located in the heart of Deira , Dubai 259 lavish room and 6 outstanding outlets.

Job Profile:

Maintaining Finance Goals :

- Monitoring and accurate documenting of profit & losses.
- Submitting reports on timely manners.
- Support achievement of performance goals, budget goals, team goals..etc.
- Improve profits growth in operating departments.
- Reviews audit issues to ensure accuracy.

Delivering Stakeholders Needs :

- Communicates with owners continuously and focuses on strategic focus.
- Understands the meets and needs of stakeholders.
- Demonstrates an understanding of cash flow and owner priorities.
- Managing property working capital and cash flow in accordance with brand SOP and owner requirement.

Leading Finance Teams

- Shows strong functional leadership and communication skills to influence executive committee team towards property strategies.
- Supervises internal and external financial audits.
- Leads team by assigning clear accountability and empowerment to team members.

Strategic Planning & Decision Making:

- Analyse financial data and market trends.
- Improves profit including cost and benefits and looking into new opportunities.
- Compiles information, analyses and monitor actual sales against projected sales.
- Creates the annual operating budget for the property .
- Puts systems for suitable controls of business risks.

***Ritz Carlton – Sharq Village & Spa, Doha, Qatar "Pre-opening"
Acting Director of Finance, February 2006– December 2007***

Hotel Brief:

A luxury Doha resort that exemplifies the perfect fusion of contemporary and traditional, Sharq Village & Spa places guests in the heart of the Qatar capital, yet within the tranquil confines of an idyllic coastal retreat on the Gulf Bay. 174 luxury room and 17 villas. This is in addition to 7 world class dining outlets.

Job Profile:

Pre-opening team

- Analyses financial data and market trends.
- Ensuring monitoring strong accounting control on all financial assets.
- Works as a liaison between ownership and hotel management.
- Understands and manages stakeholders needs.
- Advises GM and executive committee on all existing and forecasted financial results.
- Supports property strategy from finance and accounting prospective.
- Submits reports in timely manner, ensuring delivery deadline.
- Reviews audits and ensures accuracy.
- Ensures proper corrective actions and taken if needed.
- Understands and communicates owners' prospective on ROI.

***Safir International- Marina Hotel, Kuwait "Pr-opening"
Financial Controller, October 2004- December 2005***

Hotel Brief:

5 stars hotel, located in the heart of Kuwait , minutes away from Kuwait international airport. 146 guest rooms and 3 outstanding F&B outlets.

Job Profile:

Pre opening team

- Develops ways to improve profit including estimating cost & benefit.
- Analyse difference between budgeted expenses and actual and highlights areas of financial risks.
- Communicates our competitive edges and strengths and supports sound decisions.
- Conducts internal audits frequently.
- Ensures compliance with policies and procedures.
- Serves as a liaison between GM , owner and executive committee.
- Leads finance teams and provides sound empowerment and decision making.
- Ensures P&L and presented accurately on timely manners.
- Stresses the importance of meeting stakeholder's needs.
- Lead the Forecast process in the property with a high priority on Accuracy.

***Four Seasons Hotels Sharm El Sheikh, Egypt “Pre-opening”
Assistant Director of Finance, March 2002- August 2004***

Hotel Brief:

A hillside Red Sea diving resort bathed in brilliant blue skies and sunshine, where luxury and natural beauty meet. 5 stars luxurious hotel , with 227 deluxe rooms & suites, 8 outlets, Spa with 13 treatment rooms.

Role Content :

Pre-opening team

Workforce development & Personal management, Communication & Consulting., Development of HR Policies & Procedures.

Job Profile:

- Ensure P&L Accuracy and Timelines:
 - ns Costs to Revenues accurately .
 - Costs are accurately recorded in the proper accounts.
 - Establish an effective Internal Control System.
 - Ensures working capital management standards are met.
 - Owner profit is accurately calculated and booked in accordance with contract terms.
 - Ensures Costs are accurately recorded in the proper accounts.
 - Communicates with owner and emphasis on meeting their financial needs.
 - Leads finance teams and provides sound empowerment and decision making.
 - Reconcile all A&L accounts on a monthly basis.
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***Ritz Carlton – Sharm El Sheikh, Egypt “Pre-opening”
Senior Accountant- December 1999-February 2002***

Hotel Brief:

A luxury class hotel, situated on Om El Seed Peninsula, is located in Southern Sinai, complemented with 321 lavish rooms and 6 F&B signature outlets.

Job Profile:

Pre opening team

- Supervise front and back office systems are operated as per policies .
 - Ensure disbursement controls (rebates, petty cash and accounts payable) are in place.
 - Ensure A/R Receipts are posted daily.
 - Ensure capital funds are properly managed (excess funds are invested in a risk-free deposit account and expenditures do not precede available funds).
 - Ensures Audit exceptions are documented and corrective action taken.
 - Ensures accounts receivable aging is reviewed no less than once per month.
 - Ensures F&B cost control systems (including bar and stock controls) are in place.
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Jolie Ville Movenpick Resort & Casino, Sharm El Sheikh, Egypt
Night Auditor

Hotel Brief:

A charming and familial resort strategically located right on Naama Bay's promenade and sandy beaches within business, cultural, shopping and entertainment areas, set amidst lush landscaped gardens, which wind down onto the Red Sea and guarantees a thrilling vacation that goes beyond the unforgettable.

Job Profile:

- Audit all daily PMS activity.
- Audit all cashiers and MICROS records and post into PMS.
- Ensure that all other charges are posted properly.
- Perform the PMS night audit duties .
- Close MICROS and produce the reports.
- Prepare the daily Food and Beverage revenue sheet.
- Reconcile all receivable related accounts monthly to include city ledger, guest ledger, allowance for doubtful accounts and other accounts as requested by the controller.